

**PUBLIC INFORMATION & COMMUNICATION SERVICES
NIH TASK ORDER (For Use by Other Federal Agencies)**

RFTOP NUMBER: RFTOP 268 (CDC 33)

TITLE: Development and Execution of an Expert Panel Meeting to Address Children, Television Viewing, and Weight Status

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name:

Helen Mitchell

Email: hjm3@cdc.gov

Phone: 770-488-1114

Mailing and Billing Address:

CDC/PGO

Helen Mitchell, Contract Specialist

Mailstop 71

2920 Brandywine Road

Atlanta, GA 30341

B. Proposed Period of Performance: The performance period begins with date of award and the overall end date is September 31, 2006.

C. Pricing Method: Cost Plus Fixed Fee

D. Proposal Instructions: Proposals are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by August 3, 2005 at 4PM EST.

Questions are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by July 22, 2005.

F. Task Description

**DEPARTMENT OF HEALTH AND HUMAN SERVICES
PUBLIC HEALTH SERVICE
CENTERS FOR DISEASE CONTROL AND PREVENTION
OFFICE OF COMMUNICATION
ATLANTA, GEORGIA 30333**

REQUEST FOR TASK ORDER PROPOSAL

Title: Development and Execution of an Expert Panel Meeting to Address Children, Television Viewing, and Weight Status

Contract reference: This Request for Task Order Proposal is consistent with the purposes for which the NIH Public Information and Communication Services (PICS) contracts for health communication services were awarded. This RFTOP includes tasks described in the contract as Tasks 1-8.

Page Suggestion:

CDC suggests that the Contractor limit the proposal for this task order to less than 15 pages of text for the technical proposal; the page limit does not include appendices, resumes, or the budget spreadsheets. The narrative plan should include a general approach, a staffing plan, and key deadline dates.

Budget format suggestion:

The budget should be included as an appendix in an Excel spreadsheet, with an itemized budget per task, including itemized budgets for any subcontracted work. Budgets, staff hours, and other direct costs for this task order request should be organized around the tasks and related deliverables described herein. Budgets for any additional or alternative proposals by the contractor should be presented as optional budget spreadsheets. For tasks with multiple deliverables CDC requests the contractor to provide budgets for each major activity by phase.

Funding Range: (check one)

- ☐ Under \$100,000
- ☒ Over \$100,000 but less than \$300,000
- ☐ Over \$300,000 but less than \$500,000
- ☐ Over \$500,000 but less than \$700,000
- ☐ Over \$700,000 but less than \$1,000,000
- ☐ Over \$1,000,000

Type of Pricing Requested: (check one)

- ☒ Cost Plus Fixed Fee
- ☐ Other (Specify) _____

Background:

The prevalence of overweight among American children and adolescents has escalated to epidemic proportions and the impact is of particular concern in light of the many debilitating and life-threatening health consequences associated with it. Given that an estimated 80% of overweight adolescents go on to be obese in adulthood, the implications of childhood obesity on the nation's health and on health care costs are substantial. Societal trends and research have pointed to a range of important contributors to the rise in childhood obesity including a reduction of school physical education and after-school athletic programs, a decrease in the number of accessible and safe play spaces, an increase in the availability of high-calorie and high-sugar food and beverage items in schools, the growth in the number of fast-food outlets across the country, increased portion sizes in today's restaurants and the increasing number of high-calorie and high-fat grocery products. Of increasing concern is the potential contribution that children's media use makes to the increase in childhood obesity.

Television viewing is the most common activity for children in the home, aside from sleeping. A recent comprehensive survey of over 2000 children aged 8-18 found that the average child's home is saturated with media. Almost three-quarters of kids live in homes that contain three or more TV sets and 14% contain five or more. On average, children 8-18 watch over 3 hours a television a day. Even the majority of young children under the age of two are watching over 2 hours of television per day.

Television viewing is theorized to influence weight status in several ways. Television watching may:

- Displace time children spend in physical activities;
- Encourage excessive snacking and the consumption of less healthy meals while eating in front of the TV;
- Influence children to make unhealthy food choices through exposure to food advertisements and cross-promotions between food products and popular TV and movie characters;
- Encourage children to develop less than desirable diets due to depictions of nutrition and body weight in television programming; and
- Lower children's metabolic rates.

The research to date has examined these issues from a variety of perspectives however the methodology has been diverse and the results often mixed.

Description of work:

The purpose of this task order is to 1) plan and convene an expert panel meeting to review the evidence about the role that media, specifically television, plays in childhood obesity and to identify gaps, priority research questions, and interventions to guide public health, education, communication and related fields in addressing childhood obesity, 2) conduct necessary background reviews to support such a meeting, and 3) assist in the preparation of a peer-reviewed manuscript or manuscripts documenting the proceedings and findings of the meeting.

Task 1: Expert Consultants - Identify, invite and contract with two expert consultants

With guidance from the CDC steering committee the Contractor shall identify, invite, and negotiate appropriate compensation for two consultants (“co-chairs” of the expert panel) with appropriate skills and professional experience to assist with all related tasks and activities including: developing sound objectives for the meeting, planning the format and detailed agenda for the meeting, identifying expert panel members, identifying invited guests and participants, participate in planning meetings and conference calls, and develop logistical procedures for and serve as lead contributors, working with the panel members, for producing and publishing peer-reviewed manuscript(s).

Task 2: Background Research - Conduct background research on the topic of children, television viewing, and overweight

The Contractor shall build on existing reviews and research summaries on children, media use (specifically television viewing) and overweight in order to help identify potential panelists and meeting participants as well as help set a detailed agenda and provide background materials to panel members.

Task 3: Meeting Objectives and Detailed Agenda - Assist in the development of meeting objectives and detailed agenda

The Contractor shall work with the CDC steering committee and the two consultants to develop and document the primary objectives of the meeting and identify an appropriate format and detailed agenda for accomplishing those objectives. Convening an in-person meeting(s) or a series of conference calls may be necessary to complete this task.

Task 4: Meeting Logistics - Prepare and arrange meeting logistics (Meeting logistics)

The Contractor shall plan to convene a two-day expert panel meeting with a maximum of 10 panel members and an additional 20-30 meeting attendees (including CDC steering committee members and other invited guests). It is anticipated that the meeting will be held in Atlanta, Georgia in early 2006. The Contractor will arrange all meeting logistics including meeting/hotel space, meeting room(s), A/V, meeting materials, sleeping rooms, travel arrangements, and travel reimbursements. All travel arrangements for the expert consultants and panel members should be finalized (e.g., airline tickets) at least 21 days in advance of the meeting date. The meeting should be audio recorded and tapes should be provided to the technical monitor upon completion of the meeting. The contractor may also be asked to assist with the development of any print or audio-visual materials necessary for the meeting.

Task 5: Expert Panel Members - Identify, invite, and make arrangements with expert panel members

With guidance from the CDC steering committee and co-chairs, and based on the background information, the Contractor shall identify, invite and negotiate

appropriate compensation for up to 10 experts who have nationally-recognized expertise in one or more relevant topical areas including: 1) the role of media in children and families lives, 2) the relationship between children's television viewing and physical activity, 3) the relationship between children's television viewing and eating habits, 4) the relationship between children's television viewing, food advertising and eating habits, 5) the relationship between children's television viewing and metabolic rate, 6) the role of television viewing on other health, behavioral, or cognitive outcomes, and 7) interventions to reduce television viewing among children/families. To the greatest extent possible, these experts shall represent the disciplines of communication, education, public health, medicine, psychology, and child development. The two co-chairs, who are also members of the expert panel, should be taken into consideration when determining representation of expertise of disciplines. The Contractor shall submit in writing the agreement of all panel members to participate in the meeting and a plan for compensation for their time, travel, and per diem at a rate consistent with Federal regulations.¹

Task 6: Meeting Attendees - Identify and invite meeting attendees

Identify and invite up to 20-30 representatives from relevant federal agencies, professional organizations and/or individuals with scientific and/or programmatic expertise on children, television viewing, and/or obesity. Invited organizations should include those such as the American Academy of Pediatrics (AAP), Kaiser Family Foundation (KFF), Annenberg Public Policy Center at the University of Pennsylvania, TV-Turnoff Network, etc. No stipend shall be provided. All Government personnel shall travel at the Government's expense.

Task 7: Convene Meeting - Convene the expert panel meeting (Convene meeting)

The Contractor shall register and assist panelists and meeting attendees during the meeting, compile and distribute necessary materials for the meeting, and ensure the meeting facilities provide an adequate venue for accomplishing meeting objectives. The Contractor shall also prepare a brief report of the panel proceedings, findings, and conclusions suitable for dissemination to the CDC steering committee, meeting co-chairs, and panel participants. The Contractor shall submit the report to the technical monitor for review and approval. Within 1 month of receiving comments from the technical monitor, the Contractor will send copies of the final report to all panel members. Reports will be sent to other recipients only at the request of the technical monitor.

Task 8: Manuscript Preparation - Assist in the preparation of a peer-reviewed manuscript or manuscripts documenting the proceedings and findings of the meeting

The desired outcome of the background research and expert panel meeting is the development of a peer-reviewed published manuscript or manuscripts to be co-authored by CDC steering committee members, other CDC staff, and expert panel

¹ Contractor must comply with regulations outlined in the GSA Privacy Act GSA/GOVT-4, see attached.

members. Contractor activities may include gathering and compiling reference list(s) for manuscript preparation, convening conference calls for co-authors, and participating in the writing of a manuscript or manuscripts.

Items from CDC appropriate for preparation of proposals:

Summary document(s) that list the peer-reviewed literature on the topic of children, television viewing, and weight status.

Item from CDC appropriate for task completion:

CDC will share any appropriate published and unpublished background information on the topic that may be relevant to the project.

Deliverables:

Task	Deliverable	Date Due
Award of task order	Kick-off conference call	7 days after award
	Hold regular weekly phone calls during the first six weeks following the award with CDC program staff and steering committee members; hold conference calls every 2 weeks thereafter.	Weekly/bi-weekly
1. Expert consultants	List of up to 4 potential expert consultants to serve as co-chairs of the expert panel meeting. Include credentials, affiliations, areas of expertise, and other relevant information.	2 weeks after award
	Written agreements between decided upon expert consultants and Contractor detailing consultation arrangement.	6 weeks after award
2. Background research	Collection of materials and/or a summary document detailing the evidence base for the role of television viewing in childhood overweight	8 weeks after award
	Processes and outline for environmental scan on interventions designed to influence children's television viewing	4 weeks after award
	Draft report of environmental scan report	8 weeks after approval of processes and outline
	Final report of environmental scan report	3 weeks following comments by technical monitor
	Document summarizing any major issues, gaps in available literature, questions that need be answered, etc. that the expert panel meeting should address (based on collection of background materials, summary document and environmental scan report).	2 weeks following completion of environmental scan report
3. Meeting objectives and detailed agenda	Draft meeting objectives.	8 weeks after award
	Draft meeting format, agenda and group process for accomplishing established meeting objectives.	10 weeks after award
	Final meeting objectives, meeting format, agenda and group	12 weeks after

	process for accomplishing established meeting objectives.	award
4. Meeting logistics	Written memo detailing logistical arrangements for expert panel meeting including dates, locations, etc.	8-12 weeks after award
5. Expert panel members	List of up to 20 potential panel members for consideration. Include background information on their areas of expertise and prior work in this area.	2-4 weeks after final objectives, format, and agenda are approved
	Final list and evidence of written agreement between expert panel members and Contractor.	6 weeks after panel member list is approved
6. Meeting attendees	List of up to 40 potential federal agencies, non-governmental agencies, and individuals that should be invited to the meeting including the reason for recommending such groups/individuals.	10 weeks after award
	Final list of organizations/individuals to be invited	2 weeks after initial list is provided
7. Convene meeting	Participant materials such as name tags, notebooks, and collateral materials.	1 week prior to expert panel meeting
	Audio tape recordings of full expert meeting.	1 week following expert panel meeting
	Brief report of the panel proceedings, findings, and conclusions suitable for dissemination to the CDC steering committee, meeting co-chairs, and panel participants. The Contractor shall submit the report to the technical monitor for review and approval. Within 1 month of receiving comments from the technical monitor, the Contractor will send copies of the final report to all panel members.	4-6 weeks following expert panel meeting
8. Manuscript preparation	Supporting deliverables necessary for completion of a peer-reviewed manuscript or manuscripts.	2-6 months following expert panel meeting

Period of Performance:

The performance period begins with date of award and the overall end date is **September 31, 2006.**

Special Clearances:

Check all that apply:

- ☐ OMB
- ☐ Human Subjects
- ☐ Privacy Act

Production Clearances:

- ☐ 524 (concept)
- ☐ 524a (audiovisual)
- ☐ 615 (printing)

Evaluation Criteria:

- A. Award: This task order will be awarded to the contractor whose proposal is considered to be the most advantageous to the Government, price and other factors identified below considered. Technical factors will be more important in the evaluation than price. The Government will not make an award at a

significantly higher overall cost to the Government to achieve only slightly superior performance.

B. Technical Evaluation:

Technical evaluation for this RFTOP are as follows:

Criteria	Points or relative <u>Value of criteria</u>
Technical Approach	40
Staffing and Management	25
Similar Experience	25
Expert Recommendations	10
Prior Experience	

Technical Approach:

Contractors are to provide a discussion of their technical approach for providing the services required for this task order. *This criterion will be evaluated according to the soundness, practicality, and feasibility of the contractor's technical approach for providing the services required for this task order.*

Staffing and Management:

Contractors are to provide (1) a staffing plan that demonstrates their understanding of the labor requirements for this task order; and (2) a management plan that describes their approach for managing the work, (3) resumes from key personnel; and (4) letters of intent from any potential subcontractors. *This criterion will be evaluated according to the soundness, practicality, and feasibility of the contractor's staffing and management plans for this task order.*

Similar Experience:

Provide information reflecting the contractor's organizational capacity for projects similar in complexity and scope. Proposed staff should have demonstrated experience in planning and convening expert panel meetings, searching and compiling background information, assisting in the preparation of peer-reviewed manuscripts, and experience working on projects related to obesity and/or media use. *This criterion will be evaluated to determine appropriate experience of assigned personnel.*

Expert Recommendations:

Contractors are to provide ideas and/or suggestions about creative and/or innovative ways to accomplish either the processes or products described in this task. *This criterion will be evaluated by examining the creative ideas offered and the rationale that supports the ideas presented.*

C. Cost Evaluation: A cost analysis of the cost proposal shall be conducted to determine the reasonableness of the contractor's cost proposal.

Proposed Technical Monitor:

Carrie Heitzler, MPH
Division of Nutrition and Physical Activity &
VERB™ Youth Media Campaign
National Center for Chronic Disease Prevention & Health Promotion
Centers for Disease Control and Prevention
4770 Buford Hwy, NE MS-K46
Atlanta, GA 30341
cheitzler@cdc.gov
770-488-5286

Project Officer: Brittney A. Spilker, Creative Services (CS)